

THE SPORTING GOODS MARKET IN 1982

A Statistical study of retail sales for
representative categories of sporting
goods and recreational equipment.

Price \$85.00

With demographics for 1981 based on
interviews with 80,000 American
households.

Prepared for the

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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1980 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1981 season (October 1980 - September 1981) consumer purchases of sporting goods products based on a survey among a total of 80,000 households. This represents a change in the reporting period, which had been the calendar year. Because of the change in reporting periods, there may be some overlap in estimated sales. In addition, projections of 1980 and 1981 sales were based on all, approximately 80 million, U.S. households. Before 1980, the consumer panel included only family households, and so projections of 1979 and earlier sales were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 48 products were included in the study. Replies were received from approximately 80% of the sample.

A *Sport & Athletic Clothing* category, shown for the first time, represents our effort to more fully represent soft goods sales. Previous surveys had reported skiwear, golf and tennis clothing, and warm-up suits. This study adds consumer purchase statistics on parkas, vests, sweat shirts, shorts, bathing suits and athletic socks.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units by age and sex of owner or major user is based only on the *most recent* purchase. The percentages are indicative of the relative unit sales by age and sex, but they do not represent the actual percent of units sold to each group.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data can show percent distribution of purchases by price point and by state. Also, the fact that we have identified recent purchasers of 48 different products means that follow-up studies among recent owners can easily be done on specific products. There is a cost for providing additional data. Anyone interested in obtaining further market research should contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 200,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.5% of the U.S. households live in New England, and 5.5% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1980. Not included in 1980 consumer survey.

(b) Estimated for 1981. Not included in 1981 consumer survey.

(c) Estimated. Not included in consumer survey for that year.

n.a. Not available.

* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(in millions)

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>Percent Increase 1982 vs. 1981</u>
<u>Athletic & Sport Clothing</u>				
Athletic Socks.....\$	254.8	\$ 267.6	\$ 281.0	5%
Bathing Suits.....	781.8	860.0	946.0	10
Golf Clothing.....	188.6	198.0	208.0	5
Parkas - Down/Fiber Filled....	390.8	351.7	376.0	7
Shorts - Elastic Waist.....	303.6	334.0	367.0	10
Skiwear.....	271.2	257.7	271.0	5
Sweat Shirts.....	153.2	191.5	211.0	10
Tennis Clothing.....	150.0	150.1	158.0	5
Vests - Down/Fiber Filled....	297.5	238.0	243.0	2
Warm-up Suits.....	335.0	352.2	380.0	8
	\$3,126.5	\$3,200.8	\$3,441.0	8
<u>Athletic & Sport Footwear</u>				
Baseball Shoes.....\$	56.2	\$ 57.6	\$ 49.0	(15%)
Basketball Shoes.....	85.8	80.3	92.0	15
Bowling Shoes.....	32.6	33.0	33.0	-
Football Shoes.....	29.4	32.3	36.0	10
Golf Shoes.....	68.0	78.4	86.0	10
Gym Shoes/Sneakers.....	464.9	616.4	710.0	15
Hiking Boots.....	92.2	85.8	86.0	-
Hunting Boots.....	76.0	73.7	74.0	-
Jogging/Running Shoes.....	397.3	372.1	391.0	5
Racquetball Shoes.....	26.0	28.0	29.0	5
Soccer Shoes.....	43.7	43.1	47.0	10
Tennis Shoes.....	359.1	283.8	312.0	10
	\$1,731.3	\$1,784.6	\$1,945.0	9
<u>Athletic & Sport Equipment</u>				
Archery.....\$	148.6	\$ 162.1	\$ 179.0	6%
Baseball & Softball.....	157.9	157.3	164.0	4
Basketball.....	62.9	62.8	65.0	4
Billiard.....	173.0	146.1	131.0	(10)
Bowling Accessories.....	107.1	107.4	115.0	7

PROJECTED SALES OF SPORTING GOODS
(in millions)

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>Percent Increase 1982 vs. 1981</u>
<u>Athletic & Sport Equipment - Cont.</u>				
Camping.....	\$ 645.9	\$ 665.6	\$ 706.0	6%
Exercise.....	346.1	422.1	485.0	15
Firearms & Hunting.....	1,351.3	1,453.7	1,380.0	(5)
Fishing Tackle.....	538.8	638.7	690.0	8
Football.....	50.0	50.0	53.0	5
Golf.....	386.0	399.5	423.0	6
Ice Skates & Hockey.....	90.1	92.0	92.0	-
Racquetball.....	88.4	93.7	88.0	(6)
Roller Skates.....	129.0	75.6	49.0	(35)
Skin Diving & Scuba Gear.....	70.0	70.0	70.0	-
Snow Skiing				
Downhill.....	262.4	212.6	223.0	5
Cross-Country.....	116.8	104.7	105.0	-
Soccer.....	54.3	52.2	55.0	5
Table Tennis.....	33.0	33.0	35.0	6
Tennis.....	236.8	253.5	264.0	4
Water Skis.....	123.0	123.0	132.0	7
Volleyball & Badminton Sets...	30.9	31.0	33.0	6
Athletic Goods Team Sales.....	<u>1,285.0</u>	<u>1,280.0</u>	<u>1,300.0</u>	2
Total Equipment	\$6,487.3	\$6,693.6	\$6,837.0	2
Sub-total	\$11,345.1	\$11,679.0	\$12,223.0	5
<u>Recreational Transport**</u>				
Bicycles & Supplies.....	\$ 1,233.0	\$ 1,299.0	\$ 1,365.0	5
Pleasure Boats, Motors & Accessories.....	2,718.0	3,630.0	3,993.0	10
Recreational Vehicles.....	1,178.4	1,820.0	2,410.0	32
Snowmobiles.....	<u>216.0</u>	<u>259.0</u>	<u>285.0</u>	10
Total Recreational Transport	\$5,345.4	\$7,008.0	\$8,053.0	15
 Total All Products	 \$16,690.5	 \$18,687.0	 \$20,276.0	 9

** Sales and forecasts were provided by industry associations.



Shrinkage=Lost Profits

Shrinkage comes out of profits, not out of sales. And the number one cause of shrinkage is employee theft. What can you do about it?

The National Sporting Goods Association asked Philip A. Ruppell, President of Aware Security Group and formerly security director for Oldman's Sport Goods, to prepare a manual to assist NSGA members in reducing shrinkage. "Loss Prevention: A Retailer's Guide to Store Security" describes ways of identifying and correcting potential problems. The manual provides outlines, checklists and programs to minimize shrinkage in your store.

Major sections include:

Internal Losses emphasizes employee involvement programs which motivate employees, thus becoming an integral part of management's asset protection measures. Employee loss prevention committees, employee surveys and anonymous phone lines are tools described in detail. How employees steal and programs for controlling these thefts are outlined, including a method for interviewing a suspected employee.

External Losses deals with the forces from outside the company — shoplifting, burglaries, and other external theft. Suggested programs and methods are offered to counteract these types of theft.

Emergencies stresses the training of employees to react to such events as robberies, power failure and fire.

Forms, Memos, Examples provide the retailer with proven samples of checklists, letters, and signing to use in developing an effective program. Each sample is suitable for copying.

Training, Development is a schedule for the implementation of a complete loss prevention program and contains quizzes to use as a part of the employee development process.

Outside Services offers suggestions about the use of outside agencies to supplement an in-house program. Truth verification, shopping services and undercover agents are evaluated.



NSGA Member Price: \$25.00

Non-NSGA Member Price: \$65.00

I have enclosed a check for \$ _____ for
"Loss Prevention: A Retailer's Guide to Store Security"

☐ Master Card ☐ Visa

Card No. _____

Expiration Date _____

Send to:

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Mail to:

National Sporting Goods Association

1699 Wall Street

Mt. Prospect, Illinois 60056

☐ Send me information on NSGA membership.

ARCHERY EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Bows	598	\$108.41	\$64,830	(2%)	6%
Arrows			60,000		19 (a)(b)
Accessories			44,270		20 (a)(b)
Total			\$169,100		14

BOWS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	96.5%	\$110.84
Female	3.5	*
Multiple User	-	-
Total	100.0%	\$108.41
Under 14	14.5%	*
14 - 17	19.7	\$103.39
18 - 24	17.1	129.95
25 - 44	41.9	123.65
45 & Older	6.8	*
Multiple User	-	-
Total	100.0%	\$108.41

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	.7	50.2
1977	.7	50.3
1978	.6	46.6
1979	.7	52.7
1980	.6	61.0
1981	.6	64.8

1976-79 projections based on family households; 1980-81 projections based on all households.

ATHLETIC AND SPORT CLOTHING

1981 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1980	
				Units	Dollars
Athletic Socks	153,774	\$ 1.74	\$267,567		5% (a)
Bathing Suits	43,237	19.89	859,984		10 (a)
Golf Clothing			198,035		5 (a)
Parkas (Down and Fiberfilled)	5,664	62.10	351,734		(10) (a)
Shorts (Elastic-waist)	42,984	7.77	333,986		10 (a)
Skiwear			257,677		(5)
Sweat Shirts	18,739	10.22	191,513		25 (a)
Tennis Clothing			150,085		-
Vests (Down and Fiberfilled)	7,260	32.78	237,983		(20) (a)
Warm-up Suits	13,051	26.99	352,246	11	5
Total			\$3,200,810		2

Note: 1980 Sales Projections were revised for Golf Clothing, Skiwear, Tennis Clothing and Warm-up Suits.

ATHLETIC AND SPORT CLOTHING

ATHLETIC SOCKS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	72.8%	\$ 1.71
Female	17.8	1.92
Multiple User	9.4	1.75
Total	100.0%	\$ 1.74
Under 14	14.6%	\$ 1.43
14 - 17	11.9	1.71
18 - 24	14.1	1.71
25 - 44	40.3	1.90
45 & Older	9.7	1.92
Multiple User	9.4	1.75
Total	100.0%	\$ 1.74

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	n.a.	n.a.
1980	n.a.	254.8 (e)
1981	153.8	267.6

1976-79 projections based on family households; 1980-81 projections based on all households.

BATHING SUITS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	24.1%	\$11.32
Female	75.9	22.49
Multiple User	-	-
Total	100.0%	\$19.89
Under 14	14.6%	\$ 9.79
14 - 17	8.4	19.60
18 - 24	13.6	19.66
25 - 44	45.0	20.86
45 & Older	18.4	25.45
Multiple User	-	-
Total	100.0%	\$19.89

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	n.a.	n.a.
1980	n.a.	781.8 (e)
1981	43.2	860.0

1976-79 projections based on family households; 1980-81 projections based on all households.

ATHLETIC AND SPORT CLOTHING

GOLF CLOTHING

1981 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Annual Expenditure
Male	73.1%	\$66.28
Female	24.3	60.38
Multiple User	2.6	*
Total	100.0%	\$75.27
Under 14	0.8%	*
14 - 17	1.6	*
18 - 24	4.5	\$43.00
25 - 44	47.6	61.19
45 & Older	42.9	86.42
Multiple User	2.6	*
Total	100.0%	\$75.27

1976-1981 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		n.a.
1977		n.a.
1978		n.a.
1979		88.4
1980		188.6 (e)
1981		198.0

1976-79 projections based on family households; 1980-81 projections based on all households.

PARKAS (DOWN AND FIBERFILLED)

1981 CONSUMER PURCHASES

Owner or Major User	Percent of Units	Average Price
Male	58.5%	\$63.39
Female	41.5	58.86
Multiple User	-	-
Total	100.0%	\$62.10
Under 14	15.0%	\$35.88
14 - 17	11.0	58.01
18 - 24	16.8	65.66
25 - 44	43.1	65.14
45 & Older	14.1	74.25
Multiple User	-	-
Total	100.0%	\$62.10

1976-1981 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	n.a.	n.a.
1980	n.a.	390.8 (e)
1981	5.7	351.7

1976-79 projections based on family households; 1980-81 projections based on all households.

ATHLETIC AND SPORT CLOTHING

SHORTS (ELASTIC WAIST)

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	60.2%	\$ 7.89	1976	n.a.	n.a.
Female	39.8	7.58	1977	n.a.	n.a.
Multiple User	-	-	1978	n.a.	n.a.
Total	100.0%	\$ 7.77	1979	n.a.	n.a.
Under 14	13.7%	\$ 5.85	1980	n.a.	303.6 (e)
14 - 17	11.3	6.55	1981	43.0	334.0
18 - 24	14.0	6.88	1976-79 projections based on family households; 1980-81 projections based on all households.		
25 - 44	51.5	8.04			
45 & Older	9.5	11.90			
Multiple User	-	-			
Total	100.0%	\$ 7.77			

SKIWEAR

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Annual Expenditure</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	45.5%	\$108.46	1976		138.3 (e)
Female	45.5	93.28	1977		172.9 (e)
Multiple User	9.0	192.94	1978		207.5
Total	100.0%	\$115.24	1979		203.0
Under 14	5.3%	\$ 64.10	1980		271.2
14 - 17	9.0	82.50	1981		257.7
18 - 24	20.4	108.68	1976-79 projections based on family households; 1980-81 projections based on all households.		
25 - 44	49.8	104.76			
45 & Older	6.5	125.12			
Multiple User	9.0	192.94			
Total	100.0%	\$115.24			

ATHLETIC AND SPORT CLOTHING

SWEAT SHIRTS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	51.6%	\$10.42	1976	n.a.	n.a.
Female	48.4	10.07			
Multiple User	-	-	1977	n.a.	n.a.
Total	100.0%	\$10.22	1978	n.a.	n.a.
Under 14	16.0%	\$ 8.62	1979	n.a.	n.a.
14 - 17	10.2	10.77			
18 - 24	16.1	11.42	1980	n.a.	153.2 (e)
25 - 44	44.1	10.49			
45 & Older	13.6	9.23	1981	18.7	191.5
Multiple User	-	-			
Total	100.0%	\$10.22	1976-79 projections based on family households; 1980-81 projections based on all households.		

TENNIS CLOTHING

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Annual Expenditure</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	59.7%	\$51.14	1976		n.a.
Female	36.6	51.04			
Multiple User	3.7	*	1977		n.a.
Total	100.0%	\$57.57	1978		n.a.
Under 14	1.4%	*	1979		103.0
14 - 17	5.7	\$55.18			
18 - 24	13.6	51.43	1980		150.0
25 - 44	57.3	52.76			
45 & Older	18.3	54.36	1981		150.1
Multiple User	3.7	-			
Total	100.0%	\$57.57	1976-79 projections based on family households; 1980-81 projections based on all households.		

ATHLETIC AND SPORT CLOTHING

VESTS (DOWN AND FIBERFILLED)

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	69.2%	\$31.92	1976	n.a.	n.a.
Female	30.8	33.52			
Multiple User	-	-	1977	n.a.	n.a.
Total	100.0%	\$32.78	1978	n.a.	n.a.
Under 14	17.4%	\$20.73	1979	n.a.	n.a.
14 - 17	9.0	34.85			
18 - 24	17.8	35.71	1980	n.a.	297.5 (e)
25 - 44	43.8	35.09			
45 & Older	12.0	33.92	1981	7.3	238.0
Multiple User	-	-			
Total	100.0%	\$32.78	1976-79 projections based on family households; 1980-81 projections based on all households.		

WARM-UP SUITS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	47.0%	\$27.42	1976	6.5	132.8
Female	53.0	26.37			
Multiple User	-	-	1977	11.4	236.1
Total	100.0%	\$26.99	1978	7.5	168.8
Under 14	16.6%	\$17.82	1979	7.4	188.8
14 - 17	13.1	26.77			
18 - 24	15.8	26.55	1980	11.8	335.0
25 - 44	42.4	29.08			
45 & Older	12.1	33.03	1981	13.1	352.2
Multiple User	-	-			
Total	100.0%	\$26.99	1976-79 projections based on family households; 1980-81 projections based on all households.		

ATHLETIC AND SPORT FOOTWEAR

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Baseball Shoes	2,718	\$21.19	\$ 57,594	(11%)	2%
Basketball Shoes	2,923	27.48	80,324	(15)	(6)
Bowling Shoes			33,000		1 (a)(b)
Football Shoes			32,300		10 (b)
Golf Shoes	1,936	40.51	78,427		15 (a)
Gym Shoes/Sneakers*	34,112	18.07	616,404	16	33
Hiking Boots	1,778	48.27	85,824	(14)	(7)
Hunting Boots			73,700		(3)(a)(b)
Jogging/Running Shoes	13,722	27.12	372,141	(16)	(6)
Racquetball Shoes	1,067	26.27	28,030	10	8
Soccer Shoes	2,236	19.26	43,065	(21)	(2)
Tennis Shoes	12,743	22.27	283,787	(35)	(21)
Total			\$1,784,596		3

*This category is based on consumer perception and probably includes footwear more accurately placed in other footwear categories.

Note: 1980 Sales Projections were revised.

ATHLETIC AND SPORT FOOTWEAR

BASEBALL SHOES

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	91.5%	1976	2.5	32.1
Female	8.5			
Multiple User	-	1977	2.8	38.2
Total	100.0%	1978	3.1	43.8
Under 15	51.1%	1979	2.7	45.0
15 - 24	23.1			
25 - 44	24.6	1980	3.1	56.2
45 & Older	1.2			
Multiple User	-	1981	2.7	57.6
Total	100.0%	1976-79 projections based on family households; 1980-81 projections based on all households.		

BASKETBALL SHOES

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	82.7%	1976	4.7	75.1
Female	17.3			
Multiple User	-	1977	5.0	83.6
Total	100.0%	1978	4.8	97.6
Under 15	36.9%	1979	5.2	118.7
15 - 24	33.8			
25 - 44	27.6	1980	3.4	85.8
45 & Older	1.7			
Multiple User	-	1981	2.9	80.3
Total	100.0%	1976-79 projections based on family households; 1980-81 projections based on all households.		

ATHLETIC AND SPORT FOOTWEAR

GOLF SHOES

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	78.5%	1976	2.4	64.9
Female	21.5	1977	2.0	55.8
Multiple User	-	1978	1.6	47.8
Total	100.0%	1979	1.5	48.7
Under 15	1.6%	1980	n.a.	68.0 (e)
15 - 24	9.8	1981	1.9	78.4
25 - 44	35.9	1976-79 projections based on family households; 1980-81 projections based on all households.		
45 & Older	52.7			
Multiple User	-			
Total	100.0%			

GYM SHOES/SNEAKERS

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	55.0%	1976	n.a.	n.a.
Female	45.0	1977	n.a.	465.0 (e)
Multiple User	-	1978	42.1	511.9
Total	100.0%	1979	36.2	506.4
Under 15	43.4%	1980	29.4	464.9
15 - 24	24.7	1981	34.1	616.4
25 - 44	21.5	1976-79 projections based on family households; 1980-81 projections based on all households.		
45 & Older	10.4			
Multiple User	-			
Total	100.0%			

ATHLETIC AND SPORT FOOTWEAR

HIKING BOOTS

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	73.5%	1976	n.a.	46.0 (e)
Female	26.5	1977	1.5	50.4
Multiple User	-	1978	1.2	44.4
Total	100.0%	1979	1.3	54.7
Under 15	23.1%	1980	2.1	92.2
15 - 24	37.8	1981	1.8	85.8
25 - 44	25.4	1976-79 projections based on family households; 1980-81 projections based on all households.		
45 & Older	13.7			
Multiple User	-			
Total	100.0%			

JOGGING/RUNNING SHOES

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	55.3%	1976	n.a.	n.a.
Female	44.7	1977	9.0	147.0
Multiple User	-	1978	13.0	238.6
Total	100.0%	1979	14.0	304.0
Under 15	14.2%	1980	16.3	397.3
15 - 24	24.2	1981	13.7	372.1
25 - 44	47.0	1976-79 projections based on family households; 1980-81 projections based on all households.		
45 & Older	14.6			
Multiple User	-			
Total	100.0%			

ATHLETIC AND SPORT FOOTWEAR

SOCCER SHOES

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	80.6%	1976	n.a.	n.a.
Female	19.4	1977	n.a.	n.a.
Multiple User	-	1978	n.a.	n.a.
Total	100.0%	1979	3.5	51.5
Under 15	76.9%	1980	2.8	43.7
15 - 24	16.9	1981	2.2	43.1
25 - 44	6.2			
45 & Older	-			
Multiple User	-			
Total	100.0%			

1976-79 projections based on family households; 1980-81 projections based on all households.

TENNIS SHOES

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	45.5%	1976	12.5**	183.9**
Female	54.5	1977	29.0	389.5
Multiple User	-	1978	22.5	309.9
Total	100.0%	1979	20.5	317.3
Under 15	23.0%	1980	19.6	359.1
15 - 24	24.7	1981	12.7	283.8
25 - 44	34.1			
45 & Older	18.2			
Multiple User	-			
Total	100.0%			

1976-79 projections based on family households; 1980-81 projections based on all households.

** Does not include tennis-style sport shoes.

BASEBALL AND SOFTBALL EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Gloves	3,318	\$27.72	\$ 91,975	(17%)	-%
Balls			20,400		- (a)(b)
Bats			19,900		- (a)(b)
Uniforms			25,000		(2)(a)(b)
Total			\$157,275		-

GLOVES

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	79.5%	1976	3.9	65.1
Female	19.3	1977	4.6	81.0
Multiple User	1.2	1978	4.0	73.7
Total	100.0%	1979	4.2	80.3
Under 15	64.7%	1980	4.0	92.2
15 - 24	12.9	1981	3.3	92.0
25 - 44	20.6			
45 & Older	.6			
Multiple User	1.2			
Total	100.0%			

1976-79 projections based on family households; 1980-81 projections based on all households.

BASKETBALL EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase (Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Basketballs	2,690	\$14.29	\$38,440	(16%)	(3%)
Backboards			24,400		5 (a)(b)
Total			\$62,840		-

BASKETBALLS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	73.6%	\$ 14.68
Female	18.7	12.69
Multiple User	7.7	13.91
Total	100.0%	\$ 14.29
Under 14	40.3%	\$ 12.35
14 - 17	21.1	14.86
18 - 24	6.7	17.90
25 - 44	21.5	16.50
45 & Older	2.7	*
Multiple User	7.7	13.91
Total	100.0%	\$ 14.29

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	3.8	37.7
1977	4.4	45.1
1978	3.0	33.9
1979	3.2	40.4
1980	3.2	39.7
1981	2.7	38.4

1976-79 projections based on family households; 1980-81 projections based on all households.

BILLIARD EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Billiard Tables (Selling over \$99.50)	229	\$563.71	\$129,090	(13%)	(17%)
Supplies			<u>17,000</u>		1 (a)(b)
Total			\$146,090		(16%)

Note: 1980 Sales Projections were revised.

BILLIARD TABLES

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	63.4%	\$522.62	1976	.3	116.4
Female	2.5	*			
Multiple User	34.1	*	1977	.2	93.9
Total	100.0%	\$563.71	1978	.2	106.9
Under 14	4.9%	*	1979	.3	173.1
14 - 17	7.3	*			
18 - 24	9.8	*	1980	.3	156.1
25 - 44	31.7	*			
45 & Older	12.2	*	1981	.2	129.1
Multiple User	34.1	*			
Total	100.0%	\$563.71			

1976-79 projections based on family households; 1980-81 projections based on all households.

BOWLING ACCESSORIES

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Balls	2,268	\$35.45	\$80,401	(4%)	-%
Bags			27,000		- (a)(b)
Total			\$107,401		-

Note: 1980 Sales Projections were revised.

BOWLING BALLS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	53.3%	\$37.48	1976	2.2	59.6
Female	46.7	32.88			
Multiple User	-	-	1977	2.4	67.9
Total	100.0%	\$35.45	1978	2.3	66.5
Under 14	7.5%	\$25.52	1979	2.2	67.9
14 - 17	5.0	*			
18 - 24	14.7	33.20	1980	2.4	80.1
25 - 44	53.1	36.20			
45 & Older	19.7	38.05	1981	2.3	80.4
Multiple User	-	-			
Total	100.0%	\$35.45			

1976-79 projections based on family households; 1980-81 projections based on all households.

CAMPING EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1980	
				Units	Dollars
Backpacks	2,599	\$ 30.48	\$ 79,218	3%	32%
Tents	1,770	103.66	183,478	(4)	1
Sleeping Bags	4,590	38.55	176,945	(24)	(12)
Lanterns	2,004	22.85	45,791		8 (a)
Camp Stoves			38,100		8 (b)
Ice Chests			132,900		15 (a)(b)
Heaters			9,200		(6)(a)(b)
Total			\$665,632		3

Note: 1980 Sales Projections were revised for Backpacks, Tents and Sleeping Bags.

See following pages for detailed information on Backpacks, Tents, Sleeping Bags and Lanterns.

CAMPING EQUIPMENT

BACKPACKS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	65.7%	\$ 34.51
Female	32.7	22.77
Multiple User	1.6	*
Total	100.0%	\$ 30.58
Under 14	26.7%	\$ 19.26
14 - 17	12.4	29.97
18 - 24	19.7	37.77
25 - 44	35.5	36.57
45 & Older	4.1	*
Multiple User	1.6	*
Total	100.0%	\$ 30.58

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	1.7	37.1
1977	1.6	36.0
1978	1.4	32.7
1979	1.6	40.5
1980	2.5	59.9
1981	2.6	79.2

1976-79 projections based on family households; 1980-81 projections based on all households.

TENTS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	60.7%	\$ 99.48
Female	17.1	82.89
Multiple User	22.2	126.41
Total	100.0%	\$103.66
Under 14	10.6%	\$ 44.13
14 - 17	4.5	*
18 - 24	11.6	98.79
25 - 44	43.7	111.35
45 & Older	7.4	102.95
Multiple User	22.2	126.41
Total	100.0%	\$103.66

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	1.7	120.9
1977	1.3	96.7
1978	1.5	109.7
1979	1.3	109.4
1980	1.8	181.5
1981	1.8	183.5

1976-79 projections based on family households; 1980-81 projections based on all households.

CAMPING EQUIPMENT

SLEEPING BAGS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	59.8%	\$41.94	1976	6.4	151.9
Female	38.5	33.04			
Multiple User	1.7	*	1977	5.1	130.8
Total	100.0%	\$38.55	1978	4.5	114.3
Under 14	36.2%	\$24.73	1979	4.0	103.5
14 - 17	7.6	39.81			
18 - 24	11.0	46.11	1980	6.0	201.3
25 - 44	34.8	49.51			
45 & Older	8.7	36.77	1981	4.6	176.9
Multiple User	1.7	*			
Total	100.0%	\$38.55	1976-79 projections based on family households; 1980-81 projections based on all households.		

LANTERNS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	65.5%	\$23.84	1976	2.2	37.5
Female	14.0	21.07			
Multiple User	20.5	20.58	1977	2.3	38.2
Total	100.0%	\$22.85	1978	2.0	32.1
Under 14	2.3%	*	1979	2.1	38.5
14 - 17	2.7	*			
18 - 24	8.6	\$21.74	1980	n.a.	42.4 (e)
25 - 44	51.8	23.99			
45 & Older	14.1	23.52	1981	2.0	45.8
Multiple User	20.5	20.58			
Total	100.0%	\$22.85	1976-79 projections based on family households; 1980-81 projections based on all households.		

EXERCISE EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Stationary Exercise Bikes	1,507	\$108.30	\$163,208	53%	59%
Barbells/Weight Sets	2,708	49.90	135,129	(7)	-
Treadmills			7,700		30 (a)(b)
Rowing Machines			4,550		30 (a)(b)
Spring Tension Exercisers			16,240		12 (a)(b)
Weight Benches			83,000		12 (a)(b)
Jump Ropes			12,300		12 (a)(b)
Total			\$422,127		22

Note: 1980 Sales Projections for Barbells were revised.

STATIONARY EXERCISE BIKES

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	26.0%	\$117.18	1976	n.a.	n.a.
Female	68.4	103.59			
Multiple User	5.6	125.46	1977	.6	43.2
Total	100.0%	\$108.30	1978	.8	63.7
Under 14	1.8%	*	1979	.8	78.2
14 - 17	2.5	*			
18 - 24	5.6	\$101.33	1980	1.0	102.5
25 - 44	43.2	101.18			
45 & Older	41.3	117.71	1981	1.5	163.2
Multiple User	5.6	125.46			
Total	100.0%	\$108.30			

1976-79 projections based on family households; 1980-81 projections based on all households.

EXERCISE EQUIPMENT

BARBELLS/WEIGHT SETS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	78.1%	\$55.92	1976	n.a.	n.a.
Female	18.1	21.13			
Multiple User	3.8	*	1977	1.5	50.0
Total	100.0%	\$49.90	1978	1.7	57.0
Under 14	11.9%	\$37.71	1979	1.6	58.3
14 - 17	16.9	58.53			
18 - 24	17.2	46.59	1980	2.9	134.6
25 - 44	45.5	50.71			
45 & Older	4.7	*	1981	2.7	135.1
Multiple User	3.8	*			
Total	100.0%	\$49.90			

1976-79 projections based on family households; 1980-81 projections based on all households.

FIREARMS AND HUNTING EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Shotguns	1,258	\$167.60	\$210,841	(15%)	(10%)
Rifles	1,440	166.65	239,976	(13)	-
Handguns	2,600	116.00	301,600	6	20 (a)(b)
Ammunition			509,500		20 (a)(b)
Reloading Equipment			49,000		- (a)(b)
Hunting Clothing			83,400		(3)(a)(b)
Airguns			59,400		(10)(a)(b)
Total			\$1,453,717		8

Note: 1980 Sales Projections for Handguns were revised.

SHOTGUNS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	98.0%	\$170.91	1976	1.6	200.0
Female	2.0	*			
Multiple User	-	-	1977	1.6	196.8
Total	100.0%	\$167.60	1978	1.6	221.7
Under 14	8.3%	*	1979	1.5	238.8
14 - 17	9.6	*			
18 - 24	16.7	\$192.30	1980	1.5	235.4
25 - 44	55.1	175.72			
45 & Older	10.3	*	1981	1.3	210.8
Multiple User	-	-			
Total	100.0%	\$167.60			

1976-79 projections based on family households; 1980-81 projections based on all households.

FIREARMS AND HUNTING EQUIPMENT

<u>RIFLES</u>					
<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	94.4%	\$170.70	1976	2.0	200.0
Female	5.6	*			
Multiple User	-	-	1977	1.9	205.2
Total	100.0%	\$166.65	1978	1.9	228.8
Under 14	5.0%	*	1979	1.9	252.4
14 - 17	3.9	*			
18 - 24	16.0	\$183.18	1980	1.7	239.2
25 - 44	59.1	166.20			
45 & Older	16.0	172.39	1981	1.4	240.0
Multiple User	-	-			
Total	100.0%	\$166.65	1976-79 projections based on family households; 1980-81 projections based on all households.		

FISHING TACKLE

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Rod-Reel Combinations	7,300	\$33.66	\$245,718	6%	25%
Reels-Separate	4,110	27.62	113,518	(3)	22
Rods-Separate			87,600		22 (a)(b)
Lures, Lines, Tackle Boxes			191,900		8 (a)(b)
Total			\$638,736		19

Note: Total 1981 unit sales of Reels were up 2%.

ROD-REEL COMBINATIONS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	80.5%	\$35.69
Female	17.9	25.95
Multiple User	1.6	*
Total	100.0%	\$33.66
Under 14	21.3%	\$19.37
14 - 17	6.3	29.74
18 - 24	10.0	35.90
25 - 44	41.2	37.69
45 & Older	19.6	42.41
Multiple User	1.6	*
Total	100.0%	\$33.66

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	7.2	133.7
1977	8.5	176.0
1978	6.0	125.4
1979	5.0	139.6
1980	6.9	196.1
1981	7.3	245.7

1976-79 projections based on family households; 1980-81 projections based on all households.

FISHING TACKLE

REELS (SEPARATE)

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	86.8%	\$28.38
Female	12.6	23.48
Multiple User	0.6	*
Total	100.0%	\$27.62
Under 14	8.9%	\$20.74
14 - 17	6.9	21.88
18 - 24	11.7	25.17
25 - 44	17.1	30.39
45 & Older	24.8	28.75
Multiple User	0.6	*
Total	100.0%	\$27.62

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	7.2	113.4
1977	5.5	97.7
1978	5.3	102.7
1979	5.3	117.0
1980	4.2	93.2
1981	4.1	113.5

1976-79 projections based on family households; 1980-81 projections based on all households.

GOLF EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Clubs (Individual)	6,477	\$30.87	\$199,945	(14%)	3%
Balls (Dozen)	11,074	12.94	143,298	(2)	4
Carts			17,100		3 (a)(b)
Bags			39,200		4 (a)(b)
Total			\$399,543		3

SETS OF CLUBS

<u>1979 CONSUMER PURCHASES</u>		<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	78.5%	1976	12.1	239.6
Female	21.1			
Multiple User	.4	1977	11.0	236.2
Total	100.0%	1978	9.1	200.7
Under 15	6.6%	1979	8.7	216.6
15 - 24	14.0			
25 - 44	41.1	1980	7.5	194.5
45 & Older	37.9			
Multiple User	.4	1981	6.5	199.9
Total	100.0%			

1976-79 projections based on family households; 1980-81 projections based on all households.

GOLF EQUIPMENT

BALLS

1979 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>
Male	87.1%
Female	7.7
Multiple User	<u>5.2</u>
Total	100.0%
Under 15	1.7%
15 - 24	7.7
25 - 44	49.3
45 & Older	36.1
Multiple User	<u>5.2</u>
Total	100.0%

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Dozen</u>	<u>Dollars</u>
1976	14.2	165.0
1977	12.6	149.5
1978	10.9	135.7
1979	11.0	131.4
1980	11.3	137.3
1981	11.1	143.3

1976-79 projections based on family households; 1980-81 projections based on all households.

ICE SKATES AND HOCKEY EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Figure Skates	1,122	\$27.81	\$31,203		11% (a)
Hockey Skates	593	55.30	32,793	(10)	(3)
Hockey Sticks, Uniforms, and Protective Equip- ment			<u>28,000</u>		- (a)(b)
Total			\$91,996		2

Note: 1980 Sales Projections for Hockey Skates were revised.

FIGURE SKATES

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	22.2%	\$25.65	1976	1.6	31.1
Female	77.8	25.78			
Multiple User	-	-	1977	1.4	30.5
Total	100.0%	\$27.81	1978	1.0	21.0
Under 14	58.3%	\$21.61	1979	.9	23.5
14 - 17	11.7	*			
18 - 24	5.8	*	1980	n.a.	28.2 (a)
25 - 44	21.7	29.15			
45 & Older	2.5	*	1981	1.1	31.2
Multiple User	-	-			
Total	100.0%	\$27.81			

1976-79 projections based on family households; 1980-81 projections based on all households.

ICE SKATES AND HOCKEY EQUIPMENT

HOCKEY SKATES					
1981 CONSUMER PURCHASES			1976-1981 CONSUMER PURCHASES (in millions)		
Owner or Major User	Percent of Units	Average Price	Year	Units	Dollars
Male	92.9%	\$56.86	1976	.7	20.9
Female	7.1	*			
Multiple User	-	-	1977	.7	22.1
Total	100.0%	\$55.30	1978	.5	20.6
Under 14	51.8%	\$43.20	1979	.4	17.9
14 - 17	22.4	79.84			
18 - 24	9.4	*	1980	.7	33.8
25 - 44	15.3	*			
45 & Older	1.1	*	1981	.6	31.2
Multiple User	-	-			
Total	100.0%	\$55.30	1976-79 projections based on family households; 1980-81 projections based on all households.		

RACQUETBALL EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Racquets	2,591	\$26.93	\$69,776	(7%)	6%
Balls (Can of 2)	8,643	2.77	<u>23,941</u>		6 (a)
Total			\$93,717		6

Note: 1980 Sales Projections for Racquets were revised.

RACQUETS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES (in millions)</u>		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	69.3%	\$28.43	1976	.8	14.1
Female	30.7	24.39			
Multiple User	-	-	1977	1.9	34.3
Total	100.0%	\$26.93	1978	2.7	50.7
Under 14	3.0%	*	1979	4.0	82.5
14 - 17	6.7	\$19.06			
18 - 24	26.1	24.47	1980	2.8	65.8
25 - 44	60.8	29.35			
45 & Older	3.4	*	1981	2.6	69.8
Multiple User	-	-			
Total	100.0%	\$26.93			

1976-79 projections based on family households; 1980-81 projections based on all households.

RACQUETBALL EQUIPMENT

<u>BALLS (CAN OF TWO)</u>					
<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	67.7%	\$2.61	1976	n.a.	n.a.
Female	26.7	3.07			
Multiple User	5.6	3.39	1977	n.a.	n.a.
Total	100.0%	\$2.77	1978	n.a.	n.a.
Under 14	2.0%	*	1979	n.a.	n.a.
14 - 17	5.0	\$2.65			
18 - 24	17.5	2.94	1980	n.a.	22.6 (e)
25 - 44	66.4	2.69			
45 & Older	3.5	2.81	1981	8.6	23.9
Multiple User	5.6	3.39			
Total	100.0%	\$2.77	1976-79 projections based on family households; 1980-81 projections based on all households.		

ROLLERSKATES

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	Percent Increase(Decrease) vs. 1980	
				<u>Units</u>	<u>Dollars</u>
Shoe Skates	2,177	\$34.74	\$75,629	(47%)	(41%)

SHOE ROLLERSKATES

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	28.1%	\$39.82
Female	71.7	32.93
Multiple User	0.2	*
Total	100.0%	\$34.74
Under 14	68.5%	\$26.76
14 - 17	11.2	50.14
18 - 24	6.4	62.50
25 - 44	11.4	52.31
45 & Older	2.3	*
Multiple User	0.2	*
Total	100.0%	\$34.74

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	.9	14.9
1979	2.5	63.3
1980	4.1	128.9
1981	2.2	75.6

1976-79 projections based on family households; 1980-81 projections based on all households.

SNOW SKIING EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1980	
				Units	Dollars
Cross-country					
Skis	650	\$85.24	\$ 55,406	(16%)	(10%)
Boots			30,000		(10) (a)(b)
Binding			9,800		(10) (a)(b)
Poles			9,500		(10) (a)(b)
Total Cross-country			\$104,706		(10)
Downhill					
Skis	641	\$152.68	\$ 97,868	(12%)	(17%)
Boots	606	112.13	67,951		(23) (a)
Bindings			34,800		(17) (a)(b)
Poles			12,000		(17) (a)(b)
Total Downhill			\$212,619		(19)
Total Snow Skiing			\$317,325		(16)

CROSS-COUNTRY SKIS

1981 CONSUMER PURCHASES			1976-1981 CONSUMER PURCHASES (in millions)		
Owner or Major User	Percent of Units	Average Price	Year	Units	Dollars
Male	50.6%	\$ 88.95	1976	(Combined with Downhill)	
Female	48.3	81.74			
Multiple User	1.1	*	1977	(Combined with Downhill)	
Total	100.0%	\$ 85.24	1978	.9	59.6
Under 14	8.9%	*	1979	.9	70.6
14 - 17	12.2	*			
18 - 24	18.9	*	1980	.8	61.9
25 - 44	45.6	\$ 83.86			
45 & Older	13.3	*	1981	.7	55.4
Multiple User	1.1	*			
Total	100.0%	\$85.24			

1976-79 projections based on family households; 1980-81 projections based on all households.

SNOW SKIING EQUIPMENT

DOWNHILL SKIS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	69.4%	\$155.04	1976	1.2**	139.5**
Female	29.9	143.65			
Multiple User	0.7	*	1977	1.4**	151.2**
Total	100.0%	\$152.68	1978	1.0	120.0
Under 14	8.1%	*	1979	.9	119.1
14 - 17	14.9	\$153.47			
18 - 24	21.6	172.35	1980	.7	117.6
25 - 44	48.6	157.59			
45 & Older	6.1	*	1981	.6	97.9
Multiple User	0.7	*			
Total	100.0%	\$152.68	1976-79 projections based on family households; 1980-81 projections based on all households.		

DOWNHILL BOOTS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	66.4%	\$119.13	1976	1.1**	80.1**
Female	33.6	93.57			
Multiple User	-	-	1977	1.5**	107.5**
Total	100.0%	\$112.13	1978	1.0	84.5
Under 14	7.8%	*	1979	1.1	93.2
14 - 17	14.1	\$ 78.89			
18 - 24	23.4	111.40	1980	n.a.	88.5 (e)
25 - 44	49.2	133.37			
45 & Older	5.5	*	1981	.6	68.0
Multiple User	-	-			
Total	100.0%	\$112.13	1976-79 projections based on family households; 1980-81 projections based on all households.		

** Includes Cross-Country.

SOCCER EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Balls	2,228	\$12.72	\$28,340	(15%)	(4%)
Uniforms			<u>23,900</u>	(4)	(a)(b)
Total			\$52,240	(4)	

SOCCER BALLS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	79.7%	\$12.80	1976	n.a.	n.a.
Female	14.0	12.36			
Multiple User	<u>6.3</u>	<u>11.80</u>	1977	1.4	13.8
Total	100.0%	\$12.72	1978	1.9	21.8
Under 14	72.9%	\$12.16	1979	2.1	24.1
14 - 17	7.9	18.44			
18 - 24	3.4	*	1980	2.6	29.4
25 - 44	7.6	11.25			
45 & Older	1.9	*	1981	2.2	28.3
Multiple User	<u>6.3</u>	<u>11.80</u>			
Total	100.0%	\$12.72			

1976-79 projections based on family households; 1980-81 projections based on all households.

TENNIS EQUIPMENT

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase (Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Rackets	2,978	\$44.18	\$131,568	(12%)	8%
Balls (Can of 3)	49,755	2.45	121,900		6 (a)
Total			\$253,468		7

Note: 1980 Sales Projections for Rackets were revised.

RACKETS

<u>1981 CONSUMER PURCHASES</u>			<u>1976-1981 CONSUMER PURCHASES</u> (in millions)		
<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>	<u>Year</u>	<u>Units</u>	<u>Dollars</u>
Male	59.4%	\$45.64	1976	8.6	183.7
Female	39.3	44.00			
Multiple User	1.3	*	1977	8.3	174.7
Total	100.0%	\$44.18	1978	4.9	137.0
Under 14	14.5%	\$16.49	1979	4.1	125.4
14 - 17	14.8	35.67			
18 - 24	15.1	46.15	1980	3.4	121.8
25 - 44	40.8	48.70			
45 & Older	13.5	71.43	1981	3.0	131.6
Multiple User	1.3	*			
Total	100.0%	\$44.18			

1976-79 projections based on family households; 1980-81 projections based on all households.

TENNIS EQUIPMENT

BALLS (CAN OF THREE)

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	56.4%	\$2.41
Female	34.0	2.98
Multiple User	9.6	2.16
Total	100.0%	\$2.45
Under 14	5.2%	*
14 - 17	5.6	*
18 - 24	13.7	\$3.50
25 - 44	52.1	2.49
45 & Older	13.8	1.86
Multiple User	9.6	2.16
Total	100.0%	\$2.45

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	55.0	131.5
1977	57.0	137.3
1978	47.3	115.4
1979	46.4	114.9
1980	n.a.	115.0 (e)
1981	49.8	121.9

1976-79 projections based on family households; 1980-81 projections based on all households.

WATER SKIS

1981 CONSUMER PURCHASES (in thousands)

	<u>Units</u>	<u>Average Price</u>	<u>Dollars</u>	<u>Percent Increase(Decrease) vs. 1980</u>	
				<u>Units</u>	<u>Dollars</u>
Water Skis	1,130	\$108.88	\$123,034	-	(a)

WATER SKIS

1981 CONSUMER PURCHASES

<u>Owner or Major User</u>	<u>Percent of Units</u>	<u>Average Price</u>
Male	66.2%	\$121.12
Female	29.7	88.23
Multiple User	4.1	*
Total	100.0%	\$108.88
Under 14	15.3%	*
14 - 17	18.1	*
18 - 24	22.2	*
25 - 44	38.9	101.54
45 & Older	1.4	*
Multiple User	4.1	*
Total	100.0%	\$108.88

1976-1981 CONSUMER PURCHASES (in millions)

<u>Year</u>	<u>Units</u>	<u>Dollars</u>
1976	n.a.	87.0 (e)
1977	1.5	110.0
1978	1.5	122.6
1979	1.2	123.3
1980	n.a.	123.0 (e)
1981	1.1	123.0

1976-79 projections based on family households; 1980-81 projections based on all households.

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The geographic regions referred to are shown on the map below.



DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

-----Athletic & Sport Clothing-----

<u>Geographic Region</u>	<u>Total U.S. Households</u>	<u>Athletic Socks</u>	<u>Bathing Suits</u>	<u>Golf Clothing</u>	<u>Parkas</u>
New England	5.5%	6.8%	6.6%	5.8%	10.6%
Middle Atlantic	16.4	22.8	19.4	12.7	22.3
East North Central	18.6	17.8	15.4	22.6	18.7
West North Central	8.0	7.5	5.6	5.6	9.0
South Atlantic	16.0	13.1	18.0	19.5	9.3
East South Central	6.2	4.2	5.1	4.8	2.6
West South Central	10.3	9.3	10.1	7.5	6.4
Mountain	4.9	4.4	4.3	5.1	7.2
Pacific	14.1	14.1	15.5	16.4	13.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	36.6%	15.8%	16.8%	6.3%	13.9%
\$15,000 - \$24,999	26.3	26.7	25.5	16.5	24.6
\$25,000 - \$34,999	19.3	24.7	26.3	22.6	22.9
\$35,000 & Over	17.8	32.8	31.4	54.6	38.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	15.0%	5.6%	5.2%	1.0%	3.0%
High School	31.0	26.5	25.2	13.6	20.1
Some College	23.2	23.7	25.6	18.8	25.8
College Graduate	30.8	44.2	44.0	66.6	51.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

-----Athletic & Sport Clothing-----

<u>Geographic Region</u>	<u>Shorts</u>	<u>Skiwear</u>	<u>Sweat Shirts</u>	<u>Tennis Clothing</u>	<u>Vests</u>
New England	5.7%	11.0%	7.7%	7.0%	8.8%
Middle Atlantic	18.0%	23.5	26.7	22.2	25.0
East North Central	16.8	14.8	20.5	13.7	19.5
West North Central	6.5	5.2	8.1	5.7	7.5
South Atlantic	15.8	9.4	10.9	19.9	13.7
East South Central	5.8	1.5	3.2	3.8	4.9
West South Central	11.8	5.9	3.9	12.6	5.8
Mountain	4.2	8.5	4.5	1.6	5.4
Pacific	15.4	20.2	14.5	13.5	9.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	17.8%	14.5%	18.4%	15.7%	17.1%
\$15,000 - \$24,999	26.0	22.2	28.4	17.3	27.9
\$25,000 - \$34,999	26.4	18.5	24.7	19.0	24.1
\$35,000 & Over	29.8	44.8	28.5	48.0	30.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	6.7%	2.7%	6.7%	2.8%	5.1%
High School	24.5	13.0	28.8	9.4	27.9
Some College	24.3	25.2	25.3	17.6	23.7
College Graduate	44.5	59.1	39.2	70.2	43.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

---Athletic & Sport Footwear---

<u>Geographic Region</u>	<u>Total U.S. Households</u>	<u>Warm-up Suits</u>	<u>Baseball Shoes</u>	<u>Basketball Shoes</u>	<u>Golf Shoes</u>
New England	5.5%	6.2%	3.9%	5.8%	8.0%
Middle Atlantic	16.4	19.3	12.1	16.3	16.5
East North Central	18.6	18.5	17.0	25.5	24.8
West North Central	8.0	8.1	10.2	9.9	7.3
South Atlantic	16.0	13.4	12.9	11.3	15.5
East South Central	6.2	4.2	7.7	8.8	1.8
West South Central	10.3	9.3	13.7	7.9	7.5
Mountain	4.9	4.8	2.5	2.2	4.8
Pacific	<u>14.1</u>	<u>16.2</u>	<u>20.0</u>	<u>12.3</u>	<u>13.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	36.6%	13.9%	19.4%	16.8%	8.2%
\$15,000 - \$24,999	26.3	25.7	26.2	25.7	19.0
\$25,000 - \$34,999	19.3	24.1	29.7	30.4	25.4
\$35,000 & Over	<u>17.8</u>	<u>36.3</u>	<u>24.7</u>	<u>27.1</u>	<u>47.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	15.0%	3.8%	6.0%	6.4%	4.4%
High School	31.0	21.3	30.6	24.5	18.1
Some College	23.2	23.5	23.7	26.6	24.4
College Graduate	<u>30.8</u>	<u>51.4</u>	<u>39.7</u>	<u>42.5</u>	<u>53.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

-----Athletic & Sport Footwear-----

<u>Geographic Region</u>	<u>Gym Shoes/ Sneakers</u>	<u>Hiking Boots</u>	<u>Running/ Jogging Shoes</u>	<u>Racquetball Shoes</u>	<u>Soccer Shoes</u>
New England	7.2%	8.8%	6.0%	6.5%	11.0%
Middle Atlantic	24.3	17.9	14.9	18.8	22.0
East North Central	19.9	17.8	18.1	23.6	11.2
West North Central	7.4	7.6	6.5	10.6	3.8
South Atlantic	12.4	8.6	13.4	10.9	13.5
East South Central	4.8	2.5	4.7	2.4	2.5
West South Central	7.1	8.2	10.8	10.5	9.7
Mountain	4.4	7.6	5.0	2.5	3.7
Pacific	<u>12.5</u>	<u>21.0</u>	<u>20.6</u>	<u>14.2</u>	<u>22.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	20.4%	19.0%	16.6%	14.0%	13.8%
\$15,000 - \$24,999	28.9	33.1	28.6	25.3	19.1
\$25,000 - \$34,999	25.3	25.2	26.7	30.3	23.4
\$35,000 & Over	<u>25.4</u>	<u>22.7</u>	<u>28.1</u>	<u>30.4</u>	<u>43.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	8.7%	5.1%	3.5%	0.5%	2.0%
High School	32.2	24.4	19.6	17.5	17.3
Some College	25.7	19.8	23.9	22.4	29.1
College Graduate	<u>33.4</u>	<u>50.7</u>	<u>53.0</u>	<u>59.6</u>	<u>51.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

<u>Geographic Region</u>	<u>Total U.S. Households</u>	<u>Tennis Shoes</u>	<u>Archery Bows</u>	<u>Baseball Gloves</u>	<u>Basket- Balls</u>
New England	5.5%	3.0%	2.1%	6.1%	4.5%
Middle Atlantic	16.4	9.4	20.4	17.7	16.7
East North Central	18.6	18.9	26.6	16.3	21.3
West North Central	8.0	7.7	8.0	8.9	5.3
South Atlantic	16.0	17.0	13.6	13.8	13.3
East South Central	6.2	8.6	3.9	3.3	4.9
West South Central	10.3	12.2	6.0	10.5	20.1
Mountain	4.9	5.9	7.0	4.9	2.3
Pacific	<u>14.1</u>	<u>17.3</u>	<u>12.4</u>	<u>18.5</u>	<u>11.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	36.6%	18.6%	18.3%	21.6%	27.8%
\$15,000 - \$24,999	26.3	24.2	30.5	32.2	23.7
\$25,000 - \$34,999	19.3	22.6	31.1	24.5	25.4
\$35,000 & Over	<u>17.8</u>	<u>34.6</u>	<u>20.1</u>	<u>21.7</u>	<u>23.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	15.0%	5.5%	11.6%	7.4%	4.8%
High School	31.0	23.3	30.8	27.3	24.6
Some College	23.2	23.4	31.4	26.2	35.7
College Graduate	<u>30.8</u>	<u>47.8</u>	<u>26.2</u>	<u>39.1</u>	<u>34.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

-----Camping Equipment-----					
<u>Geographic Region</u>	<u>Billiard Tables</u>	<u>Bowling Balls</u>	<u>Backpacks</u>	<u>Tents</u>	<u>Sleeping Bags</u>
New England	8.9%	4.5%	8.8%	7.5%	3.8
Middle Atlantic	13.2	19.2	15.0	12.6	18.1
East North Central	10.2	29.6	15.4	21.1	18.7
West North Central	22.0	7.3	8.9	9.5	6.8
South Atlantic	12.4	8.9	12.8	9.9	9.9
East South Central	5.0	4.6	3.4	5.5	4.3
West South Central	12.7	8.4	4.9	11.1	6.1
Mountain	5.8	4.6	8.8	7.4	9.6
Pacific	9.8	12.9	22.0	15.4	22.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Annual Household Income</u>					
Under \$15,000	25.6%	16.5%	20.6%	19.4%	19.7%
\$15,000 - \$24,999	19.1	29.6	23.9	35.0	28.7
\$25,000 - \$34,999	14.8	30.5	26.2	24.4	25.5
\$35,000 & Over	40.5	23.4	29.3	21.2	26.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Education of Head of Household</u>					
Less than High School	5.8%	8.7%	5.1%	5.1%	6.4%
High School	33.9	37.8	17.8	23.7	29.9
Some College	21.3	27.7	21.8	25.5	21.5
College Graduate	39.0	25.8	55.3	45.7	42.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

---Exercise Equipment---

<u>Geographic Region</u>	<u>Total U.S. Households</u>	<u>Lanterns</u>	<u>Stationary Bikes</u>	<u>Barbells/ Weight Sets</u>	<u>Shotguns</u>
New England	5.5%	7.3%	5.9%	5.1%	1.8%
Middle Atlantic	16.4	15.2	16.6	14.2	12.6
East North Central	18.6	12.7	21.6	17.6	24.7
West North Central	8.0	4.7	8.5	11.6	6.2
South Atlantic	16.0	14.4	11.1	18.5	13.9
East South Central	6.2	6.1	5.6	4.0	10.8
West South Central	10.3	11.6	9.3	8.9	12.8
Mountain	4.9	7.8	5.0	3.3	8.8
Pacific	<u>14.1</u>	<u>20.2</u>	<u>16.4</u>	<u>16.8</u>	<u>8.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	36.6%	22.1%	21.8%	19.3%	16.6%
\$15,000 - \$24,999	26.3	29.4	22.3	33.3	28.3
\$25,000 - \$34,999	19.3	28.2	23.7	23.9	29.0
\$35,000 & Over	<u>17.8</u>	<u>20.3</u>	<u>32.2</u>	<u>23.5</u>	<u>26.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	15.0%	6.6%	8.4%	6.3%	9.7%
High School	31.0	25.2	32.4	31.3	33.4
Some College	23.2	29.9	21.7	24.5	21.5
College Graduate	<u>30.8</u>	<u>38.3</u>	<u>37.5</u>	<u>37.9</u>	<u>35.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

<u>Geographic Region</u>	-----Fishing Tackle-----					-----Golf-----	
	<u>Rifles</u>	<u>Separate Reels</u>	<u>Rod-Reel Combinations</u>	<u>Clubs</u>	<u>Balls</u>		
New England	2.5%	4.0%	5.6%	10.2%	6.8%		
Middle Atlantic	10.4	12.1	16.8	17.3	11.1		
East North Central	13.5	16.5	18.9	21.5	20.9		
West North Central	9.1	10.1	7.7	8.8	8.1		
South Atlantic	18.4	18.7	17.8	11.6	17.8		
East South Central	9.7	9.1	5.1	2.0	4.5		
West South Central	12.9	9.6	13.0	8.1	14.1		
Mountain	11.3	6.6	4.5	4.2	4.5		
Pacific	<u>12.2</u>	<u>13.3</u>	<u>10.6</u>	<u>16.3</u>	<u>12.2</u>		
Total	100.0%	100.0%	100.0%	100.0%	100.0%		

Annual Household Income

Under \$15,000	18.2%	16.1%	20.1%	7.9%	7.4%
\$15,000 - \$24,999	32.8	28.1	26.7	16.7	15.3
\$25,000 - \$34,999	20.7	29.9	27.1	32.4	26.1
\$35,000 & Over	<u>28.3</u>	<u>25.9</u>	<u>26.1</u>	<u>43.0</u>	<u>51.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	11.5%	9.4%	11.1%	3.1%	1.8%
High School	31.6	30.8	31.5	14.4	17.1
Some College	27.9	27.9	23.7	29.5	21.7
College Graduate	<u>29.0</u>	<u>32.3</u>	<u>33.7</u>	<u>53.0</u>	<u>59.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	Figure Skates	Hockey Skates	Racquetball	
				-----Equipment----- Racquets	Balls
New England	5.5%	11.3%	14.5%	7.5%	7.2%
Middle Atlantic	16.4	32.3	39.7	15.3	16.0
East North Central	18.6	29.5	27.3	20.3	23.3
West North Central	8.0	5.6	12.5	7.6	7.0
South Atlantic	16.0	9.5	.4	10.2	10.7
East South Central	6.2	1.6	1.0	3.3	3.1
West South Central	10.3	2.1	.9	11.8	7.1
Mountain	4.9	1.8	2.2	6.2	6.5
Pacific	14.1	6.3	1.5	17.8	19.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	36.6%	23.4%	13.2%	14.0%	10.5%
\$15,000 - \$24,999	26.3	24.9	19.5	28.0	23.7
\$25,000 - \$34,999	19.3	28.9	27.1	25.4	29.6
\$35,000 & Over	17.8	22.8	40.2	32.6	36.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	15.0%	6.9%	5.3%	1.6%	1.6%
High School	31.0	32.4	20.0	14.6	11.4
Some College	23.2	26.5	28.6	26.4	20.3
College Graduate	30.8	34.2	46.1	57.4	66.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

-----Skiing Equipment-----

<u>Geographic Region</u>	<u>Shoe Roller- Skates</u>	<u>Cross- Country Skis</u>	<u>Downhill Skis</u>	<u>Downhill Boots</u>	<u>Soccer Balls</u>
New England	4.1%	10.4%	6.9%	7.6%	6.7%
Middle Atlantic	20.6	21.1	23.3	29.3	18.4
East North Central	17.6	43.1	18.3	17.7	19.2
West North Central	5.2	12.9	7.8	5.8	7.1
South Atlantic	14.0	2.0	9.0	7.6	18.8
East South Central	4.0	1.3	1.1	.9	2.9
West South Central	9.4	.4	3.4	2.5	8.7
Mountain	5.6	8.3	7.3	7.5	5.2
Pacific	19.5	1.5	22.9	21.1	13.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Household Income

Under \$15,000	18.5%	19.3%	15.8%	15.1%	9.6%
\$15,000 - \$24,999	30.7	20.6	15.6	20.4	24.1
\$25,000 - \$34,999	25.8	24.4	20.2	18.0	34.7
\$35,000 & Over	25.0	35.7	48.4	46.5	31.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Education of Head of Household

Less than High School	9.7%	1.6%	2.7%	2.4%	2.1%
High School	31.9	20.8	15.4	17.5	20.4
Some College	27.2	22.7	22.8	19.7	27.5
College Graduate	31.2	54.9	59.1	60.4	50.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1981 CONSUMER PURCHASES

<u>Geographic Region</u>	<u>Total U.S. Households</u>	<u>-Tennis Equipment-</u>		
		<u>Rackets</u>	<u>Balls</u>	<u>Water Skis</u>
New England	5.5%	8.8%	7.4%	5.6%
Middle Atlantic	16.4	20.3	20.3	8.6
East North Central	18.6	17.3	22.0	14.8
West North Central	8.0	4.4	4.8	10.4
South Atlantic	16.0	16.0	14.8	10.2
East South Central	6.2	7.8	4.4	9.8
West South Central	10.3	10.0	10.1	18.4
Mountain	4.9	3.3	3.3	6.2
Pacific	14.1	12.1	12.9	16.0
Total	100.0%	100.0%	100.0%	100.0%
<u>Annual Household Income</u>				
Under \$15,000	36.6%	11.9%	12.0%	12.5%
\$15,000 - \$24,999	26.3	18.5	21.3	23.3
\$25,000 - \$34,999	19.3	22.4	23.3	24.1
\$35,000 & Over	17.8	47.2	43.4	40.1
Total	100.0%	100.0%	100.0%	100.0%
<u>Education of Head of Household</u>				
Less than High School	15.0%	2.4%	1.7%	3.7%
High School	31.0	13.9	8.3	22.3
Some College	23.2	25.8	18.8	38.1
College Graduate	30.8	57.9	71.2	35.9
Total	100.0%	100.0%	100.0%	100.0%

REGIONAL SHARE OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.



REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND		MIDDLE ATLANTIC	
Percent of U.S. Households	5.5%	Percent of U.S. Households	16.4%
Hockey Skates	14.5	Hockey Skates	39.7
Figure Skates	11.3	Figure Skates	32.3
Skiwear	11.0	Downhill Boots	29.3
Soccer Shoes	11.0	Sweat Shirts	26.7
Parkas	10.6	Vests	25.0
Cross-Country Skis	10.4	Gym Shoes/Sneakers	24.3
Golf Clubs	10.2	Skiwear	23.5
Billiard Tables	8.9	Downhill Skis	23.3
Vests	8.8	Athletic Socks	22.8
Hiking Boots	8.8	Parkas	22.3
Backpacks	8.8	Tennis Clothing	22.2
Tennis Rackets	8.8	Soccer Shoes	22.0
Golf Shoes	8.0	Shoe Rollerskates	20.6
Sweat Shirts	7.7	Archery Bows	20.4
Downhill Boots	7.6	Tennis Rackets	20.3
Tents	7.5	Tennis Balls	20.3
Racquetball Racquets	7.5	Cross-Country Skis	20.1
Tennis Balls	7.4	Bathing Suits	19.4
Lanterns	7.3	Warm-up Suits	19.3
Gymshoes/Sneakers	7.2	Bowling Balls	19.2
Racquetball Balls	7.2	Racquetball Shoes	18.8
Tennis Clothing	7.0	Soccer Balls	18.4
Downhill Skis	6.9	Sleeping Bags	18.1
Athletic Socks	6.8	Shorts - Elastic Waist	18.0
Golf Balls	6.8	Hiking Boots	17.9
Soccer Balls	6.7	Baseball Gloves	17.7
Bathing Suits	6.6	Golf Clubs	17.3
Racquetball Shoes	6.5	Rod-Reel Combinations	16.8
Warm-up Suits	6.2	Basketballs	16.7
Baseball Gloves	6.1	Stationary Exercise Bikes	16.6
Running/Jogging Shoes	6.0	Golf Shoes	16.5
Stationary Exercise Bikes	5.9	Basketball Shoes	16.3
Golf Clothing	5.8	Racquetball Balls	16.0
Basketball Shoes	5.8	Racquetball Racquets	15.3
Shorts - Elastic Waist	5.7	Lanterns	15.2
Rod-Reel Combinations	5.6	Backpacks	15.0
Water Skis	5.6	Running/Jogging Shoes	14.9
Barbells/Weight Sets	5.1	Barbells/Weight Sets	14.2
Basketballs	4.5	Billiard Tables	13.2
Bowling Balls	4.5	Golf Clothing	12.7
Shoe Rollerskates	4.1	Tents	12.6
Separate Reels	4.0	Shotguns	12.6
Baseball Shoes	3.9	Baseball Shoes	12.1
Sleeping Bags	3.8	Separate Reels	12.1
Tennis Shoes	3.0	Golf Balls	11.1
Rifles	2.5	Rifles	10.4
Archery Bows	2.1	Tennis Shoes	9.4
Shotguns	1.8	Water Skis	8.6

REGIONAL SHARE OF U.S. PURCHASES

<u>EAST NORTH CENTRAL</u>		<u>WEST NORTH CENTRAL</u>	
Percent of U.S. Households	18.6%	Percent of U.S. Households	8.0%
Cross-Country Skis	43.1	Billiard Tables	22.0
Bowling Balls	29.6	Cross-Country Skis	12.9
Figure Skates	29.5	Hockey Skates	12.5
Hockey Skates	27.3	Barbells/Weight Sets	11.6
Archery Bows	26.6	Racquetball Shoes	10.6
Basketball Shoes	25.5	Water Skis	10.4
Golf Shoes	24.8	Baseball Shoes	10.2
Shotguns	24.7	Separate Reels	10.1
Racquetball Shoes	23.6	Basketball Shoes	9.9
Racquetball Balls	23.3	Tents	9.5
Golf Clothing	22.6	Rifles	9.1
Tennis Balls	22.0	Parkas	9.0
Stationary Exercise Bikes	21.6	Backpacks	8.9
Golf Clubs	21.5	Baseball Gloves	8.9
Basketballs	21.3	Golf Clubs	8.8
Tents	21.1	Stationary Exercise Bikes	8.5
Golf Balls	20.9	Golf Balls	8.1
Sweat Shirts	20.5	Sweat Shirts	8.1
Racquetball Racquets	20.3	Warm-up Suits	8.1
Gym Shoes/Sneakers	19.9	Archery Bows	8.0
Vests	19.5	Downhill Skis	7.8
Soccer Balls	19.2	Rod-Reel Combinations	7.7
Tennis Shoes	18.9	Tennis Shoes	7.7
Rod-Reel Combinations	18.9	Hiking Boots	7.6
Parkas	18.7	Racquetball Racquets	7.6
Sleeping Bags	18.7	Athletic Socks	7.5
Warm-up Suits	18.5	Vests	7.5
Downhill Skis	18.3	Gym Shoes/Sneakers	7.4
Running/Jogging Shoes	18.1	Bowling Balls	7.3
Athletic Socks	17.8	Golf Shoes	7.3
Hiking Boots	17.8	Soccer Balls	7.1
Downhill Boots	17.7	Racquetball Balls	7.0
Barbells/Weight Sets	17.6	Sleeping Bags	6.8
Shoe Rollerskates	17.6	Running/Jogging Shoes	6.5
Tennis Rackets	17.3	Shorts - Elastic Waist	6.5
Baseball Shoes	17.0	Shotguns	6.2
Shorts - Elastic Waist	16.8	Downhill Boots	5.8
Separate Reels	16.5	Tennis Clothing	5.7
Baseball Gloves	16.3	Bathing Suits	5.6
Bathing Suits	15.4	Figure Skates	5.6
Backpacks	15.4	Golf Clothing	5.6
Skiwear	14.8	Basketballs	5.3
Water Skis	14.8	Shoe Rollerskates	5.2
Tennis Clothing	13.7	Skiwear	5.2
Rifles	13.5	Tennis Balls	4.8
Lanterns	12.7	Lanterns	4.7
Soccer Shoes	11.2	Tennis Rackets	4.4
Billiard Tables	10.2	Soccer Shoes	3.8

REGIONAL SHARE OF U.S. PURCHASES

<u>SOUTH ATLANTIC</u>		<u>EAST SOUTH CENTRAL</u>	
Percent of U.S. Households	16.0%	Percent of U.S. Households	6.2%
Tennis Clothing	19.9	Shotguns	10.8
Golf Clothing	19.5	Water Skis	9.8
Soccer Balls	18.8	Rifles	9.7
Separate Reels	18.7	Separate Reels	9.1
Barbells/Weight Sets	18.5	Basketball Shoes	8.8
Rifles	18.4	Tennis Shoes	8.6
Bathing Suits	18.0	Tennis Rackets	7.8
Golf Balls	17.8	Baseball Shoes	7.7
Rod-Reel Combinations	17.8	Lanterns	6.1
Tennis Shoes	17.0	Shorts - Elastic Waist	5.8
Tennis Rackets	16.0	Stationary Exercise Bikes	5.6
Shorts - Elastic Waist	15.8	Tents	5.5
Golf Shoes	15.5	Bathing Suits	5.1
Tennis Balls	14.8	Rod-Reel Combinations	5.1
Lanterns	14.4	Billiard Tables	5.0
Shoe Rollerskates	14.0	Vests	4.9
Shotguns	13.9	Basketballs	4.9
Baseball Gloves	13.8	Golf Clothing	4.8
Vests	13.7	Gym Shoes/Sneakers	4.8
Archery Bows	13.6	Running/Jogging Shoes	4.7
Soccer Shoes	13.5	Bowling Balls	4.6
Running/Jogging Shoes	13.4	Golf Balls	4.5
Warm-up Suits	13.4	Tennis Balls	4.4
Basketballs	13.3	Sleeping Bags	4.3
Athletic Socks	13.1	Athletic Socks	4.2
Baseball Shoes	12.9	Warm-up Suits	4.2
Backpacks	12.8	Barbells/Weight Sets	4.0
Billiard Tables	12.4	Shoe Rollerskates	4.0
Gym Shoes/Sneakers	12.4	Archery Bows	3.9
Golf Clubs	11.6	Tennis Clothing	3.8
Basketball Shoes	11.3	Backpacks	3.4
Stationary Exercise Bikes	11.1	Baseball Gloves	3.3
Racquetball Shoes	10.9	Racquetball Racquets	3.3
Sweat Shirts	10.9	Sweat Shirts	3.2
Racquetball Balls	10.7	Racquetball Balls	3.1
Racquetball Racquets	10.2	Soccer Balls	2.9
Water Skis	10.2	Parkas	2.6
Sleeping Bags	9.9	Hiking Boots	2.5
Tents	9.9	Soccer Shoes	2.5
Figure Skates	9.5	Racquetball Shoes	2.4
Skiwear	9.4	Golf Clubs	2.0
Parkas	9.3	Golf Shoes	1.8
Downhill Skis	9.0	Figure Skates	1.6
Bowling Balls	8.9	Skiwear	1.5
Hiking Boots	8.6	Cross-Country Skis	1.3
Downhill Boots	7.6	Downhill Skis	1.1
Cross-Country Skis	2.0	Hockey Skates	1.0
Hockey Skates	.4	Downhill Boots	.9

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL		MOUNTAIN	
Percent of U.S. Households	10.3%	Percent of U.S. Households	4.9%
Basketballs	20.1	Rifles	11.3
Water Skis	18.4	Sleeping Bags	9.6
Golf Balls	14.1	Backpacks	8.8
Baseball Shoes	13.7	Shotguns	8.8
Rod-Reel Combinations	13.0	Skiwear	8.5
Rifles	12.9	Cross-Country Skis	8.3
Shotguns	12.8	Lanterns	7.8
Billiard Tables	12.7	Hiking Boots	7.6
Tennis Clothing	12.6	Downhill Boots	7.5
Tennis Shoes	12.2	Tents	7.4
Shorts - Elastic Waist	11.8	Downhill Skis	7.3
Racquetball Racquets	11.8	Parkas	7.2
Lanterns	11.6	Archery Bows	7.0
Tents	11.1	Separate Reels	6.6
Running/Jogging Shoes	10.8	Racquetball Balls	6.5
Baseball Gloves	10.5	Racquetball Racquets	6.2
Racquetball Shoes	10.5	Water Skis	6.2
Bathing Suits	10.1	Tennis Shoes	5.9
Tennis Balls	10.1	Billiard Tables	5.8
Tennis Rackets	10.0	Shoe Rollerskates	5.6
Soccer Shoes	9.7	Vests	5.4
Separate Reels	9.6	Soccer Balls	5.2
Shoe Rollerskates	9.4	Golf Clothing	5.1
Athletic Socks	9.3	Running/Jogging Shoes	5.0
Stationary Exercise Bikes	9.3	Stationary Exercise Bikes	5.0
Warm-up Suits	9.3	Baseball Gloves	4.9
Barbells/Weight Sets	8.9	Golf Shoes	4.8
Soccer Balls	8.7	Warm-up Suits	4.8
Bowling Balls	8.4	Bowling Balls	4.6
Hiking Boots	8.2	Golf Balls	4.5
Golf Clubs	8.1	Rod-Reel Combinations	4.5
Basketball Shoes	7.9	Sweat Shirts	4.5
Golf Clothing	7.5	Athletic Socks	4.4
Golf Shoes	7.5	Gym Shoes/Sneakers	4.4
Racquetball Balls	7.1	Bathing Suits	4.3
Gym Shoes/Sneakers	7.1	Golf Clubs	4.2
Parkas	6.4	Shorts - Elastic Waist	4.2
Sleeping Bags	6.1	Soccer Shoes	3.7
Archery Bows	6.0	Barbells/Weight Sets	3.3
Skiwear	5.9	Tennis Balls	3.3
Vests	5.8	Tennis Rackets	3.3
Backpacks	4.9	Baseball Shoes	2.5
Sweat Shirts	3.9	Racquetball Shoes	2.5
Downhill Skis	3.4	Basketballs	2.3
Downhill Boots	2.5	Basketball Shoes	2.2
Figure Skates	2.1	Hockey Skates	2.2
Hockey Skates	.9	Figure Skates	1.8
Cross-Country Skis	.4	Tennis Clothing	1.6

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households 14.1%

Downhill Skis	22.9
Sleeping Bags	22.7
Soccer Shoes	22.6
Backpacks	22.0
Downhill Boots	21.1
Hiking Boots	21.0

Running/Jogging Shoes	20.6
Lanterns	20.2
Skiwear	20.2
Baseball Shoes	20.0
Shoe Rollerskates	19.5
Racquetball Balls	19.1

Baseball Gloves	18.5
Racquetball Racquets	17.8
Tennis Shoes	17.3
Barbells/Weight Sets	16.8
Golf Clothing	16.4
Stationary Exercise Bikes	16.4

Golf Clubs	16.3
Warm-up Suits	16.2
Water Skis	16.0
Bathing Suits	15.5
Tents	15.4
Shorts - Elastic Waist	15.4

Sweat Shirts	14.5
Racquetball Shoes	14.2
Athletic Socks	14.1
Parkas	13.9
Golf Shoes	13.8
Tennis Clothing	13.5

Separate Reels	13.3
Soccer Balls	13.0
Bowling Balls	12.9
Tennis Balls	12.9
Gym Shoes/Sneakers	12.5
Archery Bows	12.4

Basketball Shoes	12.3
Golf Balls	12.2
Rifles	12.2
Tennis Rackets	12.1
Basketballs	11.6
Rod-Reel Combinations	10.6

Billiard Tables	9.8
Vests	9.4
Shotguns	8.4
Figure Skates	6.3
Cross-Country Skis	1.5
Hockey Skates	1.5